INFORMATION LETTER

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Commercial Canning Weeks Proclaimed in Two States In Observance of 200th Anniversary of Birth of Appert

By proclamation of their respective governors, last week and this week were set apart as "Commercial Canning Week" in the States of Washington and Oregon.

The action was taken as an observance of the 200th birthday of Nicolas Appert, the "Father of Canning," and was part of a general publicity program that took form also in banquets, meetings, broadcasts, newspaper articles, and advertising in those states.

The events in Washington were sponsored jointly by the Northwest Canners Association, Association of Pacific Fisheries, and the American Can Company. The Oregon program had the sponsorship of the Northwest Canners Association, Columbia River Salmon and Tuna Packers Association, and the American Can Company.

Following are the texts of the proclamations by the governors of Washington and Oregon setting up "Commercial Canning Week" in each state:

Washington Commercial Canning Week

Proclamation by the Governor

"*Whereas*, a great and lasting contribution has been made to the standard of living and prosperity of the State of Washington through the enterprise of farmers, commercial fishermen, can-makers and food processors in the development of the commercial canning industry; and *whereas*, this industry now brings to the people of the State of Washington $100 million a year, resulting in better health and greater income to thousands of our citizens; and *whereas*, the year 1952 marks the 86th year of unbroken progress in the nation-wide marketing of Washington products since the first commercial canning was done in this state in 1866; and *whereas*, tens of thousands of our people in agriculture, can-making, canning and commercial fishing have come to be directly or indirectly supported by the canning industry: *Now, therefore*, I Arthur B. Langlie, Governor of the State of Washington, by virtue of authority in me vested, do hereby proclaim the week, October 19 to 25, Commercial Canning Week in the State of Washington, and urge the citizens of this state to pay tribute to those who have worked toward the objective of making the people of America the possessors of the finest year-around diet and the most diversified food supply ever enjoyed by any nation. In witness whereof, I have hereunto set my hand and caused the Seal of the State of Washington to be affixed at Olympia this eighth day of October, A.D., nineteen hundred and fifty-two.

ARTHUR B. LANGLIE,
Governor of Washington.

Oregon Commercial Canning Week

Commemorative Observance

The month of October marks many important events in Oregon, but of primary importance to the people of Oregon is the designation of Oregon Commercial Canning Week from October 25th to October 31st. This week notes the 200th anniversary of Nicolas Appert, the French experimenter who discovered the methods that make present day food canning possible, and it signalizes the 83rd year of unbroken progress in the nation-wide distribution of Oregon agricultural and fishery products. Since 1869, the first year that commercial canning was undertaken in Oregon, ten billion cans of Oregon food products have been canned, and packing is now carried on in the state at the rate of one-half billion cans per year, accounting for a gross income of $120 million to the people of the state. These figures are startling evidence of how the state's commercial canning industry provides the means of livelihood for tens of thousands of our people in agriculture, fishing, can making, food processing, as well as associated industries. Therefore, I welcome this opportunity to salute the past and present accomplishments of the people who make up the canning industry and who have contributed substantially to the welfare of this state. This cooperative activity provides a lasting tribute to the progress made by Oregonians under the stimulus of a free system of economic enterprise and democratic institutions of government.

DOUGLAS MCKAY,
Governor.

OPS Proposes to Delegate Authority to Field Offices

OPS commodity division directors have been directed to draft amendments and operating instructions delegating the administration of 25 major price regulations to OPS district directors in the field.

Among the regulations which are tentatively listed for delegation to district offices are:

GOR 10, providing adjustment of ceiling prices for manufacturers suffering undue hardship due to prices established under any other regulation;

GOR 21, ceiling price adjustments under Section 402(d) (4), the so-called Capehart amendment;

GCPR, the general ceiling price regulation;

CPR 31, governing pricing of imports; and

CPR 61, pricing of exports.

It has been recommended to OPS Director Tighe Woods that delegations of authority be made to permit district directors to process applications under selected provisions of these regulations which are now being processed in Washington.

Under the proposal relating to the GCPR, district directors would be authorized to process applications for approval of proposed price ceilings determined for commodities in categories not previously sold (Sec. 6(a)(1)) and applications for establishment of prices when they cannot be determined under other sections of the regulation (Sec. 7).

The delegations of authority would carry out a directive of Mr. Woods "that all possible delegations of authority be made to the field at once."

Northwest Branch of N.C.A.

The annual meeting of the Northwest Branch, National Canners Association, will be held at the same time and place as the 39th annual convention of the Association of Pacific Fisheries: November 15 at the Fairmont Hotel, San Francisco.

STATISTICS

Consumer Purchases of Juices

Household purchases of all canned single-strength juices totaled slightly less than 7 million cases (equivalent No. 2 cans) in September, about the same as a year ago, but 5 percent below the total for August, 1952, and the lowest for any month during the past year, according to a report by the Bureau of Agricultural Economics.

Of the major canned juices, pineapple registered the largest increase in purchases over a year ago—58 percent. Grape juice purchases were up 31 percent from a year ago, and apple juice and tomato juice showed increases of 26 and 21 percent, respectively. Except for apple juice, the increased purchases of these juices were the result of an increase in both the percentage of families buying and the average size of the purchase over a year ago.

The increased volume of apple juice purchased by householders in September of this year apparently was caused by an increase of 4.6 ounces in the size of the average purchase. The percentage of families buying apple juice was 3.4 percent compared with 3.9 percent a year ago.

Price comparisons revealed that pineapple was the only canned juice to show a substantial decline in price from a year ago—5.5 cents less for a 46-ounce can. Prices of canned citrus juices were generally up from a year ago. Orange juice was 3.1 cents higher than a year ago for a 46-ounce can, and grapefruit juice was up only 0.1 cent.

Household purchases of frozen concentrated orange juice in September were about one-third larger, in terms of fresh fruit equivalent, than the combined purchases of fresh oranges and canned single-strength orange juice. For the period October, 1951-September, 1952, household purchases of fresh oranges and canned single-strength orange juice were about the same as in the preceding 12-month period, while those of frozen concentrate were about 75 percent larger.

Canned Single-strength Juices: U. S. Total Consumer Purchases and Size of Average Purchase, Sept., 1951, and Sept., 1952

Juice	Consumer Purchases			Size of Average Purchase		
	Sept. 1951	Sept. 1952	Change	Sept. 1951	Sept. 1952	Change
	(1,000 cases 24/2)		(percent)	(ounces)		(percent)
Apple	267	337	+26	46.2	50.8	+10
Grape	137	179	+31	29.0	28.3	− 2
Grapefruit	1,163	936	−20	65.5	59.2	−10
Lemon	45	81	+80	14.1	15.3	+ 9
Orange	1,850	1,428	−23	64.6	57.2	−12
O-G Blend	521	336	−36	59.5	56.2	− 6
Pineapple	803	1,266	+58	46.0	52.8	+15
Prune	371	398	+ 7	36.9	35.2	− 5
Tangerine	111	49	−56	44.4	46.1	+ 4
Tomato	1,247	1,515	+21	48.5	49.8	+ 3
Veg. combination	92	131	+42	39.5	39.4	(*)
Other juices	282	333	+18	34.2	42.2	+23
All juices	6,904	6,989	+ 1	51.0	49.1	− 4

(*) Less than 1 percent.

Stocks of Canned Peas

A report on canners' stocks and shipments of canned peas has been compiled by the N.C.A. Division of Statistics.

Canned Pea Stocks and Shipments

	1951-52	1952-53
	(actual cases)	
Carryover, June 1	1,110,783	4,740,059
Pack	37,837,387	29,446,277
Total supply	38,948,170	34,186,336
Stocks, Oct. 1	26,068,144	21,158,883
Shipments, June 1 to Oct. 1	12,880,026	13,027,453

Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1951	1952
	(thousands of dozens)	
Canner stocks, Jan. 1	62,453	57,522
Pack, Jan. through Sept.	87,574	95,385
Supply	150,027	152,907
Canner stocks, Oct. 1	55,047	47,998
Canner shipments, Sept.	11,322	12,459
Canner shipments, Jan. through Sept.	94,980	104,909

Operating Profits of Firms Marketing Farm Products

Total operating profits of firms engaged in marketing agricultural products generally were lower in 1951 than in 1950, according to a report by the Bureau of Agricultural Economics in *The Marketing and Transportation Situation*.

Available data indicate that profits in the first half of 1952 averaged less than for the same period of 1951. Profits for most firms increased considerably in the second half of 1950 following the beginning of the Korean war and have been declining since that period.

BAE said that the continuing advance in costs of labor, raw materials, and other supplies, together with some consumer resistance to higher retail prices, have tended to reduce earnings of marketing firms. These same factors may be expected to operate during the coming year, BAE stated.

Profit rates of food processors before taxes in 1951 ranged from an average of 1.4 cents per dollar of sales for the meat packing companies to 7.5 cents for the baking companies. After payment of income and excess profits taxes, these rates were reduced to 0.8 cent and 4.0 cents, respectively.

Following are profit rates on sales by selected food processing companies:

Operating Profit (Less Provision for Taxes) as Percentage of Sales, Food Companies, 1935-1951

	4 canning companies	36 companies combined*	8 food chains
	(percent)	(percent)	(percent)
1935-39 ave.	3.6	2.4	1.5
1940	4.2	2.6	1.5
1941	5.1	2.7	1.4
1942	3.0	2.0	0.9
1943	3.5	1.9	1.0
1944	3.6	1.7	1.0
1945	3.8	2.0	1.0
1946	6.1	3.2	1.8
1947	4.9	2.3	1.5
1948	4.1	1.7	1.4
1949	3.1	1.8	1.4
1950	5.9	2.1	1.3
1951	3.3	1.6	0.9

In general, the operating profit is the net sales less cost of sales, operating expenses, maintenance, and depreciation. The provision for taxes includes both income taxes and excess profits taxes of federal, state, and foreign governments. Other income is not included in operating profit; the taxes, however, are on all sources of income. Further adjustment of the tax deductions would increase the profit ratios slightly.

*Includes 36 food processing companies: 4 canning companies, 7 baking companies, 3 grain mill products companies, 11 meat packers, and 11 dairy products companies.

During 1951, the number of business firms discontinued exceeded the

number started in all lines of agricultural marketing for which data are available, according to BAE. The reduction in business population has been most pronounced in the manufacturing of food and kindred products. The number of firms operating in this industry at the end of 1951 was only three-fifths of the number at the end of 1946.

Number of Operating Business Firms, New Businesses, and Discontinued Businesses Engaged in Marketing Farm Products, 1939, 1945-51

	Food and Kindred Product Manufacturers			Retail Food Stores[b]		
	Firms operating[a]	New businesses	Discontinued businesses	Firms operating[a]	New businesses	Discontinued businesses
	(thousands)					
1939	37.7	N.A.	N.A.	535.8	N.A.	N.A.
1944	36.2	N.A.	N.A.	449.8	N.A.	N.A.
1945	35.9	1.8	2.1	463.0	35.6	22.4
1946	37.4	3.5	2.0	488.5	48.2	22.5
1947	36.8	3.1	3.7	501.6	41.3	28.2
1948	33.6	2.0	5.2	492.9	32.5	41.2
1949	29.7	1.6	5.5	481.4	30.7	42.2
1950	25.9	1.4	5.2	468.0	28.4	41.8
1951	22.4	1.3	4.9	452.9	28.6	43.6

[a] On Sept. 30, 1939, and on Dec. 31 in other years. [b] Includes grocery stores, with and without meats; meat and sea food stores; other food stores, and general stores with food. N.A.—not available.

MARKETING

Office of Distribution Created In Department of Commerce

Functions of the Commerce Department's newly established Office of Distribution were described this week by its Director, H. B. McCoy, at the monthly meeting of the Washington chapter of the American Marketing Association.

Mr. McCoy stated that the functions of the new Office of Distribution will fall in three major fields of activity—marketing information, distribution cost analysis, and marketing operations.

Mr. McCoy is a long-time career officer of the Commerce Department. The formal order establishing the Office of Distribution contains the following statement of functions and general responsibilities:

"The Office of Distribution shall, as an initial program, perform the following functions:

"1. Develop a systematic procedure and program for the assembly and dissemination of marketing information and market research data now available from the Department and other sources;

"2. Cooperate with other organizations of the Department, particularly the Bureau of the Census and with other government agencies in a review of statistical collection programs with the objective of adjusting or revising such programs, where feasible, in the interest of providing additional market and distribution data;

"3. Analyze trends in distribution and changes in the distribution problem, and make periodic reports thereon;

"4. Consult with appropriate industry advisory groups regarding the value to business generally and the scope and character of studies on the costs of distribution and recommend courses of future action in this field; and

"5. Consult with organized business groups in the distributive industries on the desirability and feasibility of undertaking specialized market and distribution studies which individual industries desire and are willing to finance with private funds."

The Office of Distribution was established October 1.

PUBLICITY

American Weekly Magazine

The November 2 edition of the *American Weekly* magazine carries an excellent article on canned foods. "Dinner's Ready!" by Amy Alden, editor of the "Household Almanac" section, says in the subtitle, "In no time at all, whether you want basic dishes or an exciting and unusual menu, when you use packaged foods." All of the foods used in the menus and recipes in the article are available in packages, bottles or cans.

Miss Alden presents dinner menus for the week with an interesting recipe accompanying each. A color photograph shows the prepared dishes.

The following canned foods are featured in the recipes: mixed vegetables, apples, asparagus, lemon juice, mushrooms, chicken soup, ripe olives, shrimp, tuna, ham, chicken, Chinese noodles, tomato juice, consomme, baked beans, pork and beans, Vienna sausages, and cranberry sauce. Many others are featured in the menus.

The popular Sunday newspaper magazine supplement is distributed with many leading newspapers throughout the country and has a circulation of over 9 million.

American Home Magazine

Canned foods are featured in the article entitled "Croquettes" in the November issue of the *American Home* magazine.

The article begins: "Makings of these crisp beauties are on most pantry shelves. Get down the tuna, and the soup." Cream of celery soup is used in the recipe. The recipe is given in the captions under easy-to-follow step-by-step photographs.

DEFENSE

Limitation on Coal Shipments

The Defense Solid Fuels Administration has authorized resumption of coal shipments from soft coal mines which have resumed production.

Coal consumers in urgent need of coal and unable to obtain delivery from their normal supplier may apply to DSFA for priority assistance.

Prices of Crown Closures

Manufacturers of crown closures have been authorized by OPS to raise their ceiling prices under the GCPR by 9 percent, effective October 29.

The order requires, however, that the higher prices must be consistent in all respects with prices which prevailed under the GCPR; "that is, they must carry all customary discounts, allowances, premium and extras, deductions, guarantees and other terms and conditions of sale."

The price increase was authorized by SR 123 to the GCPR.

STANDARDS

Grades for Canned Carrots

Notice is given in the *Federal Register* of October 29 that the Production and Marketing Administration, USDA, proposes to revise U. S. standards for grades of canned carrots.

PERSONNEL

Texas Canners Association

The Texas Canners Association eleteed the following officers recently at the association's annual meeting:

President—Larry W. Fritz, St. Clair Foods Co., McAllen; vice president—Harold Akan, McAllen; treasurer—C. M. Sherrill, Knapp-Sherrill Co., Donna (reelected); and executive secretary—J. Overby Smith, Weslaco (reelected).

National Pickle Packers Assn.

The National Pickle Packers Association reelected the following officers recently at the association's annual meeting:

President—James M. Irwin, The H. W. Madison Co., Cleveland; vice president—Edward Guggenheimer, Bloch & Guggenheimer, Long Island City, N. Y.; treasurer—Earl G. Van Holten, J. G. Van Holten & Son, Milwaukee; director—Col. Edward T. Miller, Oak Park, Ill.; and secretary—W. R. Moore, Oak Park, Ill.

LABOR

Work Injuries

Work injuries in the canning and preserving industry for the year 1950 are reported in a publication recently issued by the Bureau of Labor Statistics containing basic work injury data for each of the major industries in the United States.

Total disabling work injuries in 1950 for all industries were reported to be 4 percent above the 1949 level. The report states that production losses accruing from the 1950 injuries ultimately will amount to the equivalent of a year's full-time employment for more than 700,000 workers.

The greatest proportionate increases in injury volume occurred in manufacturing and construction. Injury frequency rates generally were somewhat higher than in 1949 but the average severity of the injuries tended to be lower.

Following are comparisons of significant data related to the canning and preserving industry with all manufacturing and food and kindred product manufacturing plants:

	Total manufacturing		Food and kindred products		Canning and preserving	
	1950 (number)	Change from 1949 (percent)	1950 (number)	Change from 1949 (percent)	1950 (number)	Change from 1949 (percent)
Frequency rate [1]	14.7	+1	18.9	− 4	22.8	− 1
Severity rate [2]	1.2	−3	1.2	−14	1.6	+63
Days lost per case	84.0	(a)	63.0	−19	67.0	+68
	1950	1949	1950	1949	1950	1949
	(percent of all disability cases)					
Permanent partial disabilities	5.1	5.4	2.9	3.8	2.7	2.6
Temporary total disabilities	94.5	94.2	96.9	95.8	97.0	97.3
Cases involving hands or fingers	79	77	73	68	75	79
Cases involving an arm	3	3	7	6	5	2
Cases involving a leg	3	3	5	5	5	2
Cases resulting in four or more days disability	64.3	66.0	N.A.	N.A.	64.6	66.6

[1] Frequency rate is the number of disabling injuries per million of man-hours worked. [2] Severity rate is the average number of days lost because of disabling work injuries per thousand man-hours worked. (a) Less than 0.5 percent. N.A.—not available.

Forthcoming Meetings

November 3-4—Iowa-Nebraska Canners Association, Annual Convention, Hotel Fort Des Moines, Des Moines

November 6—Illinois Canners Association, Fall Meeting, Bismarck Hotel, Chicago

November 6-7—Ozark Canners Association, Fall Meeting, Severs Hotel, Muskogee, Okla.

November 10-11—Wisconsin Canners Association, 48th Annual Convention, Schroeder Hotel, Milwaukee

November 15—Northwest Branch, National Canners Association, Annual Meeting of Advisory Board, together with 39th Annual Meeting of Association of Pacific Fisheries, Fairmont Hotel, San Francisco

November 20-21—Indiana Canners Association, Annual Convention, French Lick Springs Hotel, French Lick Springs

November 24-25—Pennsylvania Canners Association, 38th Annual Convention, Penn-Harris Hotel, Harrisburg

December 1-2—Michigan Canners Association, Fall Meeting, Pantlind Hotel, Grand Rapids

December 2—Maine Canners Association, Annual Meeting, Falmouth Hotel, Portland

December 2-3—Ohio Canners Association, Annual Convention, The Neil House, Columbus

December 4-5—Georgia Canners Association, Annual Meeting, Biltmore Hotel, Atlanta

December 4-5—New York State Canners and Freezers Association, Inc., 67th Annual Convention, Hotel Statler, Buffalo

December 4-5—Tri-State Packers Association, 49th Annual Convention, Haddon Hall, Atlantic City, N. J.

December 9—Minnesota Canners Association, Annual Meeting, Hotel Radisson, Minneapolis

January 19-20—Northwest Canners Association, Annual Convention, Olympic Hotel, Seattle, Wash.

January 22-23—Canners League of California, Annual Fruit and Vegetable Sample Cutting, Hotel Fairmont, San Francisco

February 4-5—Minnesota Canners Association, Sixth Annual Canners' and Fieldmen's Short Course, Curtis Hotel, Minneapolis

February 16-18—Canadian Food Processors Association, Annual Convention, Victoria, B. C.

February 17-20—National-American Wholesale Grocers Association, Annual Convention—Supplier and Customer Conferences Exhibit, The Morrison, Chicago

February 19-20—National Pickle Packers Association, Winter Meeting, Sheraton Hotel, Chicago

February 21-25—Annual Conventions of National Canners Association, National Food Brokers Association, and Canning Machinery & Supplies Association, Chicago

March 13-14—Utah Canners Association, 41st Annual Convention, Hotel Utah, Salt Lake City

March 23-24—Canners League of California, 49th Annual Directors Conference, Santa Barbara Biltmore, Santa Barbara

April 19-22—United States Wholesale Grocers Association, Convention and Exposition, New Orleans

TABLE OF CONTENTS

PAGE

Publicity

Commercial canning weeks proclaimed in two states in observance of 200th anniversary of birth of Appert ... 293
American Weekly magazine ... 295
American Home magazine ... 295

Defense

OPS proposes to delegate authority to field offices ... 293
Limitation on coal shipments ... 295
Prices of crown closures ... 295

Meetings

Northwest Branch of N.C.A. ... 293
Forthcoming meetings ... 296

PAGE

Statistics

Consumer purchases of juices ... 294
Stocks of canned peas ... 294
Canned baby food stocks ... 294
Operating profits of firms marketing farm products ... 294

Marketing

Office of distribution created in Department of Commerce ... 295

Standards

Grades for canned carrots ... 295

Personnel

Texas Canners Association ... 296
National Pickle Packers Assn. ... 296

Labor

Work injuries ... 296